



OPPORTUNITY



THAT THE DOLLAR IS RAPIDLY REGAINING ITS FORMER VALUE MUST BE PLAIN TO ANYONE WHO SCANS THE NUMBER OF THINGS IN THIS ADVERTISING DRIVE THAT A DOLLAR WILL BUY STANDARD MERCHANDISE OF THE MOST DIVERSE SORTS, EMBRACING VIRTUALLY EVERY DEPARTMENT IN THE WEINSTEIN MERCANTILE COMPANY. THE OPPORTUNITY TO SECURE WHAT ONE WANTS FOR PERSON, FOR HOME AND FOR GIFTS AT A GOOD SAVING. SOME OF ITS LIMITS ARE: EVERYBODY WHO CAN SHOULD COME.

Another Big Drive in Our "Back to Normalcy" Movement

SUGAR, Pure Cane, 9 lbs for.....	\$1	CITRUS WASHING POWDER 3 pkg.	\$1	WALNUTS, 3 lbs for	\$1	MENS SOX, black lisle finish 4 prs for	\$1
COFFEE, Freshly Roasted, a Good Blend Coffee with excellent strength and flavor—4 lbs.....	\$1	1 GLASS WASHBOARD 1 BRASS WASHBOARD	\$1	PEANUTS, 5 lbs. for	\$1	LADIES HOSE, lisle finish double sole, black and cordovan, 4 pr.	\$1
TEA, a well known blend of Folger's Tea, 2lb Tins, 'fer.....	\$1	LAUNDRY SOAP, Procter and Gambles White 18 bars	\$1	We have a nice line of Jewelry suitable for Christmas gifts for the whole family some exceptional values.	\$1	TOWELS, 18X38, Turkish, Bath towels 3 for	\$1
GHIRARDELLI'S Chocolate 1 lb.	\$1	Cudahy's TAR SOAP, 11 large bars	\$1	CUFF LINKS—Gold filled regular \$3.50 and \$4.00 values at	\$1	MENS UNDERWEAR shirts and Drawers light weight for	\$1
HERSHEY'S COCOA 1 lb. COCOANUT, 1 pkg. ALL FOR	\$1	CELLULOID STARCH, 8 pkg.	\$1	MENS WATCH FOBS gold filled up to \$5.00 values	\$1	OVERALLS, waist only Boss of the Road	\$1
BEANS, Small White. 11 lbs.....	\$1	CORN MEAL, 2—9 lb sacks	\$1	A big assortment of Rings, Stickpins, Ladies watch and Locket chains all going for	\$1	WORK SHIRTS, grey, slate blue colors	\$1
BAYO BEANS, 10 lbs	\$1	CREAM OF WHEAT, 3 pkgs.	\$1	SILK TIES, The greatest values in men's silk ties for years will be found here	\$1	GINGHAMS 4 yds for	\$1
RED MEXICAN 10 lbs	\$1	PEPPERED HASH, 3 16 oz. glass jars for	\$1	HANDKERCHIEFS, Men's 16 1/2 X 16 1/2 soft finished, hemstitched, 1 doz in box for	\$1	OUTING FLANNEL dark colors, 4 yds for	\$1
SMALL JAP RICE, 11 lbs	\$1	CHRISTMAS CANDIES 3 lbs.	\$1	HANDKERCHIEFS, Ladies soft finish, floral embroidered, just the thing for a Xmas gift, dozen	\$1	COTTON BATTING, small size rolls, seven for	\$1
DILL PICKLES 2 half gal. glass jars,	\$1	CHOCOLATES 2 1/2 lbs	\$1		\$1	CHILDRENS OVERSHOES up to size 13 going at	\$1
TEA GARDEN SYRUP, 1/2 gal.	\$1	CHEWING GUM, all brands, 25 pkgs. for	\$1		\$1		\$1
KARO SYRUP 10 lbs	\$1	PRESERVES and JAMS 16 oz. Jars, 3 for	\$1		\$1		\$1
ALAGA SYRUP 7 2-lb cans	\$1	ALMONDS and BRAZILS, 4 lbs for	\$1		\$1		\$1
ONE BROOM 3 Cans REX LYE ALL FOR	\$1		\$1		\$1		\$1

In order to give everyone a chance to buy their supplies for the Holidays and to buy their Xmas gifts at our reduced dollar prices, we have decided to allow our dollar prices to stand until New Year Eve. If you cannot come send in your order by mail. Orders mailed the same day as received.

WEINSTEIN MER. CO.

Lawen, Oregon

ADVERTISING WAS SOLD AT LESS THAN IT COST

Even in Old New York the Average Rate was 3 Cent Under Average Production Cost

(From Department of Industrial Journalism Oregon Agricultural College)

Like many Oregon newspaper men a New York publisher found it hard to bring his advertising rates up to cost of production plus reasonable profit. He had his plant surveyed by T. H. Alverdt of Lixonia, assisted by the Ports Publishing company, and this is what was found:

The paper is published in a town of 1000. It is an eight-page, six column weekly, operated by the owner and two other men.

In the first nine months of this year 56 percent of the space carried

paid advertising at the average rate of 17.9 cents per column inch. In July subscription was jumped from \$1.50 to \$2, in an attempt to make ends meet. Even at that, the 1050 subscriptions and the 37 columns of advertising, aggregating \$5935.56 per year, failed to produce production costs.

This paper was told to advance its rate to an average of 18.2 cents per column inch to break even, allowing for owner's salary, rent, interest and depreciation.

It was found that the actual cost of producing the advertising itself was 14.4 cents per column inch, and this made no provision for carrying the cost of printing the news and editorials.

"Advertising and circulation are the only sources of income for the news paper," says the report, "and

inasmuch as circulation income is never anywhere near the cost of the producing the average country weekly, the deficit must be met by the only other source of income—that of advertising."

NOTICE OF FINAL ACCOUNT

NOTICE IS HEREBY GIVEN That Lloyd Johnson, the administrator of the estate of Harry R. McClure, deceased, has rendered and presented for settlement and filed in the County Court for Harney County, Oregon, his final account of his administration of the said estate.

That Monday the 17th day of January, 1921, at ten o'clock in the forenoon at the County Court room in the County Court House at Burns, Harney Co. Oregon, has been appointed by the Court as the time and place for the hearing of objections to the said final account and all persons having objection thereto should appear at the said time and place and show cause, if any exist, why the said final account should not be approved and allowed.

LLOYD JOHNSON, Administrator of the estate of Harry R. McClure, deceased.

NOTICE OF SALE

Notice is hereby given that, pursuant to an Order of Sale duly made by the County Court for Harney County, Oregon, on the 6th day of December 1920, and to me directed,

I will on Monday the 10th day of January 1921, at 10 o'clock A. M. of said day, at the front door of the Court House in the city of Burns, County of Harney and State of Oregon, in the manner provided by law and upon the terms and conditions in said Order set forth, sell to the highest bidder for cash, all of the real property herein described to which Harney County has heretofore acquired title by virtue of sale for delinquent and unpaid taxes:

- N 1/4 NE 1/4 NW 1/4 Sec. 25, Twp. 36 S. R. 36 E. W. M.
- N 1/4 NE 1/4 SW 1/4 Sec. 36, Twp. 36 S. R. 36 E. W. M.
- N 1/4 NW 1/4 SW 1/4 Sec. 13, Twp. 35 S. R. 33 E. W. M.
- N 1/4 NE 1/4 NE 1/4 Sec. 15, Twp. 35 S. R. 33 E. W. M.
- N 1/4 SE 1/4 SE 1/4 Sec. 13, Twp. 35 S. R. 33 E. W. M.
- S 1/4 SE 1/4 SE 1/4 Sec. 36, Twp. 36 S. R. 36 E. W. M.
- S 1/4 SW 1/4 SE 1/4 Sec. 36, Twp. 36 S. R. 36 E. W. M.
- SW 1/4 SW 1/4 Sec. 2, Twp. 22 S. R. 36 E. W. M.
- N 1/4 NW 1/4 Sec. 11, Twp. 22 S. R. 36 E. W. M.
- SW 1/4 NW 1/4 Sec. 11, Twp. 22 S. R. 36 E. W. M.
- S 1/4 SE 1/4 SE 1/4 Sec. 27, Twp. 35 S. R. 33 E. W. M.
- S 1/4 NW 1/4 SW 1/4 Sec. 13, Twp. 35 S. R. 33 E. W. M.
- S 1/4 NW 1/4 NW 1/4 Sec. 7, Twp. 34 S. R. 34 E. W. M.

- S 1/4 NW 1/4 NE 1/4 Sec. 31, Twp. 35 S. R. 31 E. W. M. W. A. GOODMAN, Sheriff of Harney County, Oregon
- N 1/4 SW 1/4 NE 1/4 Sec. 3, Twp. 36 S. R. 32 E. W. M. By P. T. RANDALL, Deputy.
- N 1/4 NE 1/4 NW 1/4 Sec. 9, Twp. 36 S. R. 32 E. W. M. First Publication December 11, 1920. Last Publication January 5, 1921.
- N 1/4 NW 1/4 SW 1/4 Sec. 7, Twp. 36 S. R. 33 E. W. M. A fellow gets a lot of sport out of keeping tab on his neighbors until they begin to keep tab on him.

20,000 Acres

--- SAGEBRUSH LANDS --- with water rights for sale on Blitzen River in tracts of 80-Acres or more. Reasonable prices---one-fifth cash balance easy terms, six per cent interest.

Eastern Oregon Live Stock CRANE Company OREGON



REAL PLEASURE COMING

when you order a glass of our perfect soda. Made just right, mixed just right and served just right it is a drink fit for the gods or their descendants. Seems like high praise? Not a bit of it. Come in any time and put the matter to a test. And listen, it tastes even better if partaken in company.

PAGE'S SWEET SHOP